

# Website Playbook

## CHAPTER 5

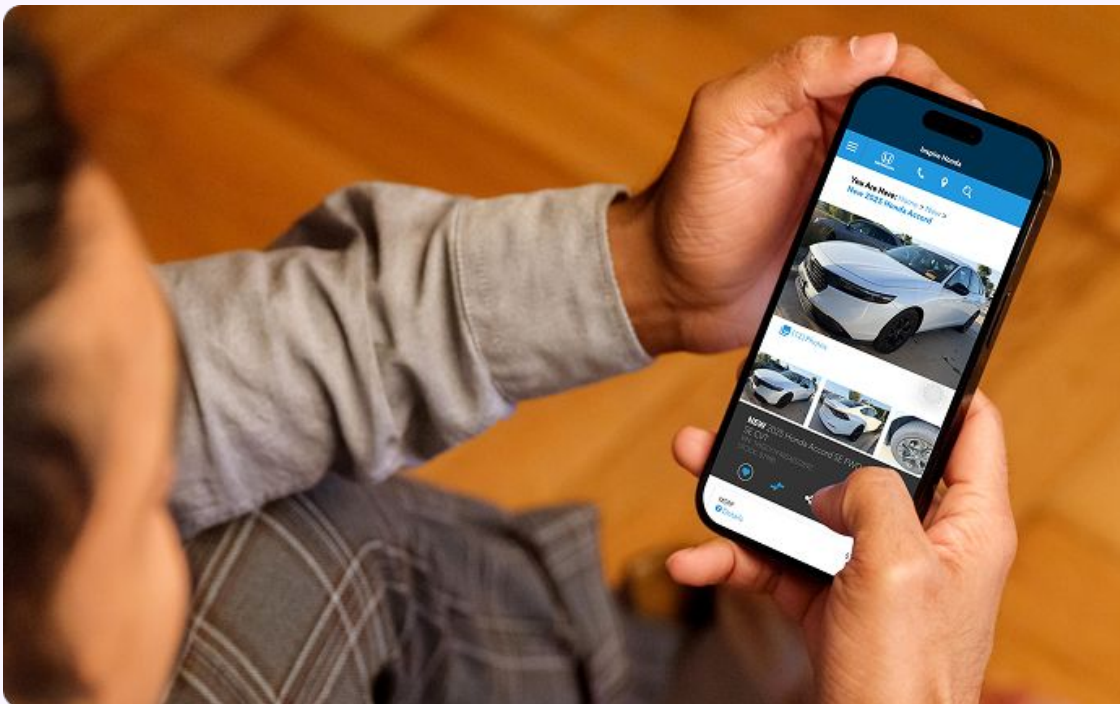


## Turn service visits into retention and revenue

Your service drive is a consistent opportunity to strengthen relationships, drive profitability, and capture trade-ins. Every oil change or brake inspection is a chance to deepen loyalty and reconnect with customers.

### Why it matters

- Dealerships that deliver excellent service experiences see **higher customer loyalty and intent to return<sup>1</sup>**.
- Your service department can actively feed your sales pipeline when leveraged strategically.



### The mission

- Build trust and convenience into service pages
- Capture trade-ins from the service lane
- Keep customers engaged with dynamic offers, loyalty programs, and personalized experiences



## Service page essentials

Your sales pages are designed to convert. Your service pages should work just as hard.

Service customers ask three key questions before booking:

Home » Service » Schedule Service

### Schedule Service

#### Contact Info

First Name*	Last Name*
<input type="text"/>	<input type="text"/>
Email*	Phone
<input type="text"/>	<input type="text"/>

Contact Preference?

☐ Phone ☐ Email

#### Vehicle Info

Year*	Make*
<input type="text"/>	<input type="text"/>
Model*	Mileage*
<input type="text"/>	<input type="text"/>

Under Warranty?\*


☐ Yes, still under warranty ☐ No

76%


of consumers trust online reviews as much as personal recommendations

Home » About Us » Customer Testimonials


### Customer Testimonials

 Cars.com - Nov 11, 2025 ★★★★★

Casey was PHENOMENAL and an absolute blast to work with! My husband and I LOVE our new truck! Highly recommend her and the entire Autostar staff!

 Cars.com - Nov 11, 2025 ★★★★★

(Translated by Google) My experience with the Wesley Chapel Hyundai dealership was excellent. Jack Gonzalez is the best; his customer service was outstanding. He gave us all the information we needed. We drove away in the car we wanted. (Original) Mi experiencia con el vendedor de Wesley Chapel Hyundai fue excelente. Jack Gonzalez es el mejor, servicio al cliente excelente, nos dio toda la informacion que necesitamos. Salimos manejando el carro que deseamos..

 Cars.com - Nov 11, 2025 ★★★★★

I highly recommend Lee Auto Group for any vehicle needs, Kyle Brown was more than accommodating and made my car buying experience a pleasure. Thank you so much Kyle, we will be sending business your way!

### Can I trust you?

- Embed reviews and star ratings next to your scheduler, not buried elsewhere.
- Highlight recent testimonials that speak to fairness, transparency, and expertise.



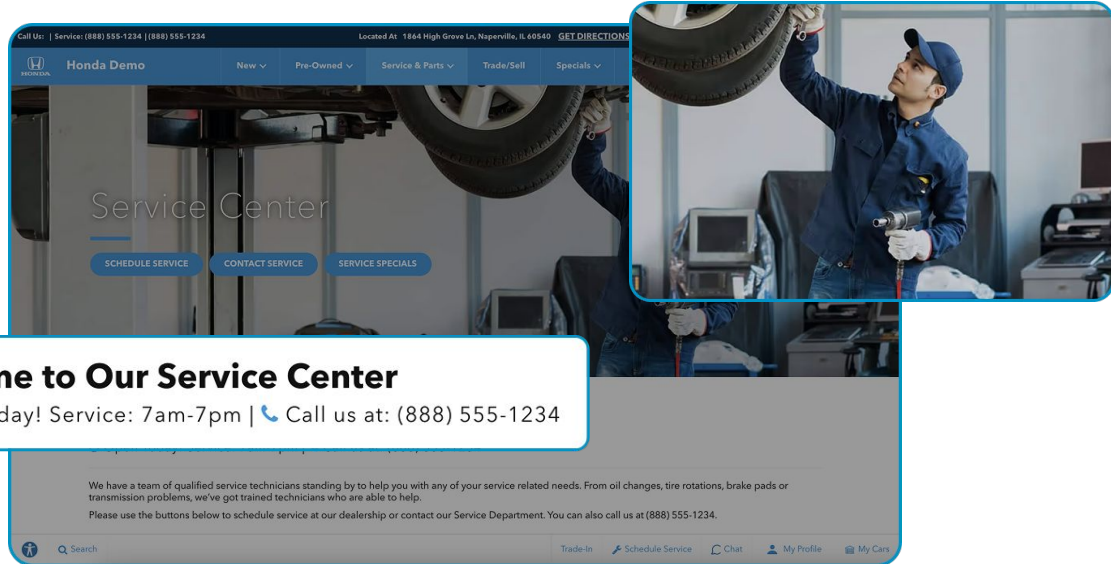
#### What shoppers need:

Quick, effortless access to service information and scheduling.



## Is this convenient?

- Display clear hours, contact info, and facility details above the fold.
- Make service CTAs easy to find on homepage, mobile, and navigation.



**What shoppers need:** Quick, effortless access to service information and scheduling.

## Will this cost more than another shop?

- Showcase OEM certifications, factory-trained techs, and warranty coverage.
- Position OEM parts and certified work as long-term value and warranty protection.



**What shoppers need:** Assurance that service is worth the investment.

### Foundation checklist for your service page:

- ✓ **Operational transparency:** Clear hours, direct contact info, and facility details
- ✓ **Authority signals:** OEM certifications, factory-trained credentials, and warranty coverage
- ✓ **Social proof:** Customer reviews, star ratings, and testimonials near booking CTAs
- ✓ **Visual credibility:** Professional photos of service bays, waiting areas, and technicians
- ✓ **Service specials showcase:** Most attractive offers visible at a glance with links to full details

## Make service easy to schedule

Scheduling shouldn't require hunting through your site.

### Best practices for scheduling:

- Add **Schedule Service** to your homepage hero or as a sticky mobile button.
- Consolidate key info — hours, specials, scheduler — on a single service hub page.
- Reduce friction between intent and action to boost appointment volume.



**What shoppers need:** A fast, intuitive path from “I need service” to “Appointment booked.”



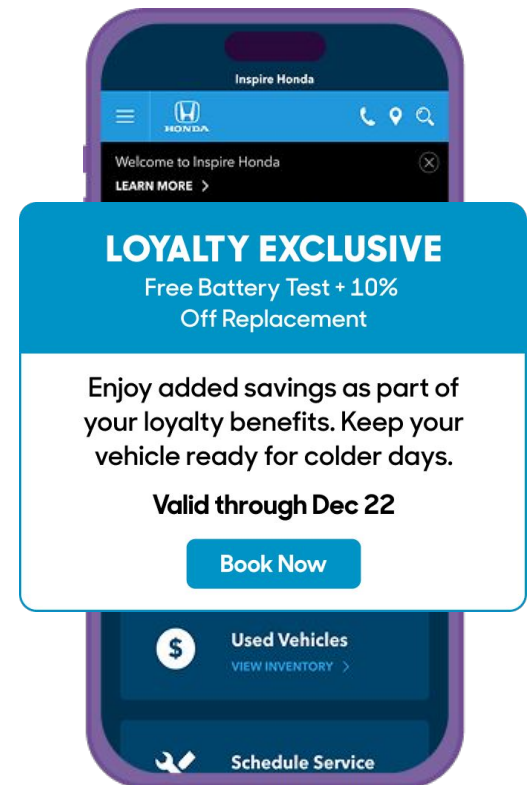


## Reinforce your service promotions & loyalty strategies

A strong foundation gets customers in the door — offers and loyalty programs keep them coming back.

### Fresh promotions that drive action

- Keep **3–4 active offers** on your site; refresh monthly for relevance.
- Use **seasonal, needs-based services** (battery checks, A/C diagnostics, tire rotations).
- Create urgency with **realistic expiration dates** (end of month > 24 hours).



### Showcase your loyalty program

- Make your program easy to find with a dedicated page.
- Promote enrollment on service pages and confirmation screens.
- Use email/SMS to encourage reward redemption and re-engagement.

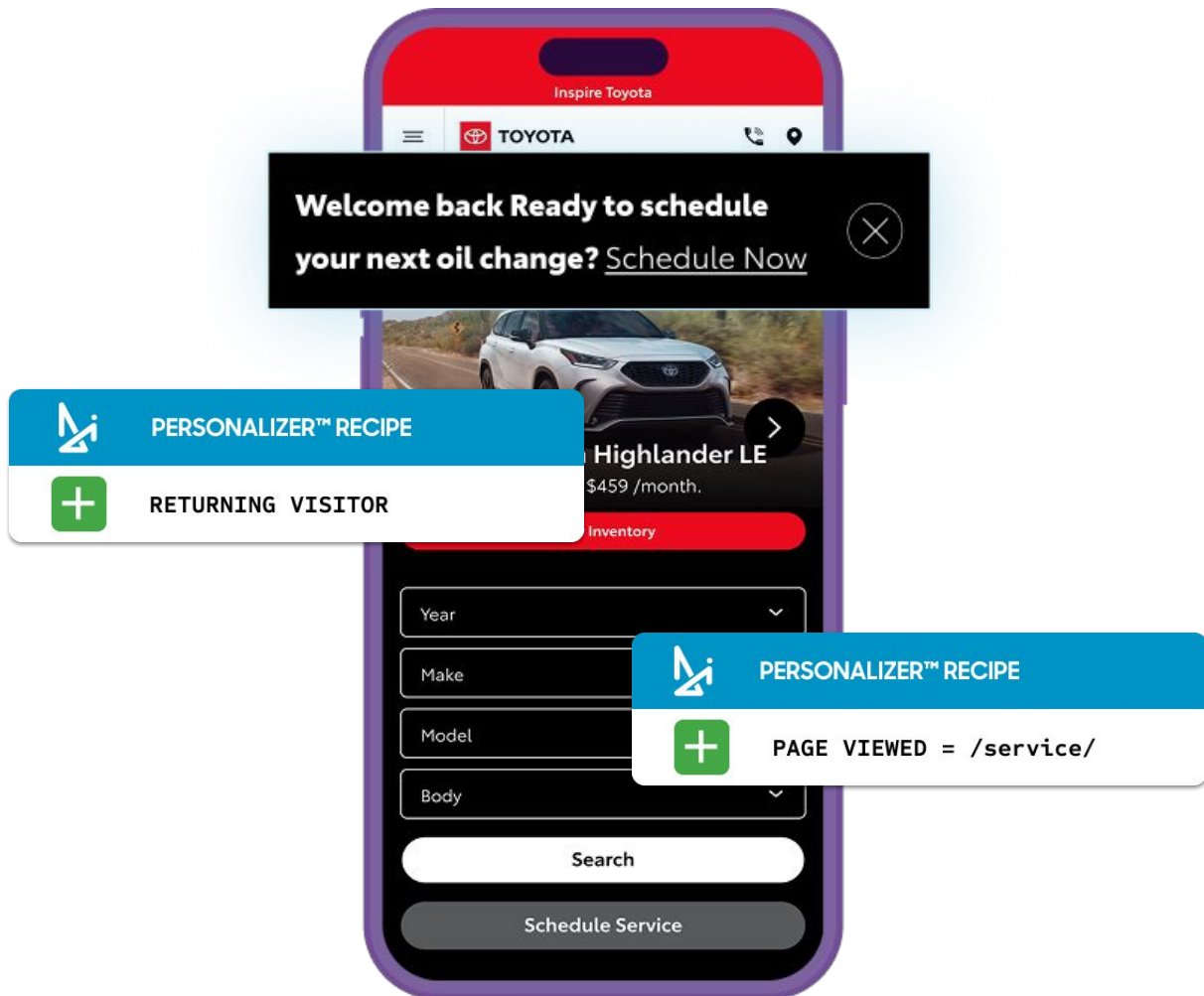


#### What shoppers need:

Relevant offers and a clear reason to return to your dealership instead of a competitor.

## Behavior-triggered personalization

Personalization becomes most powerful when it responds directly to customer actions or inactions. Tailoring messages to what a shopper just did makes your marketing feel helpful rather than interruptive.



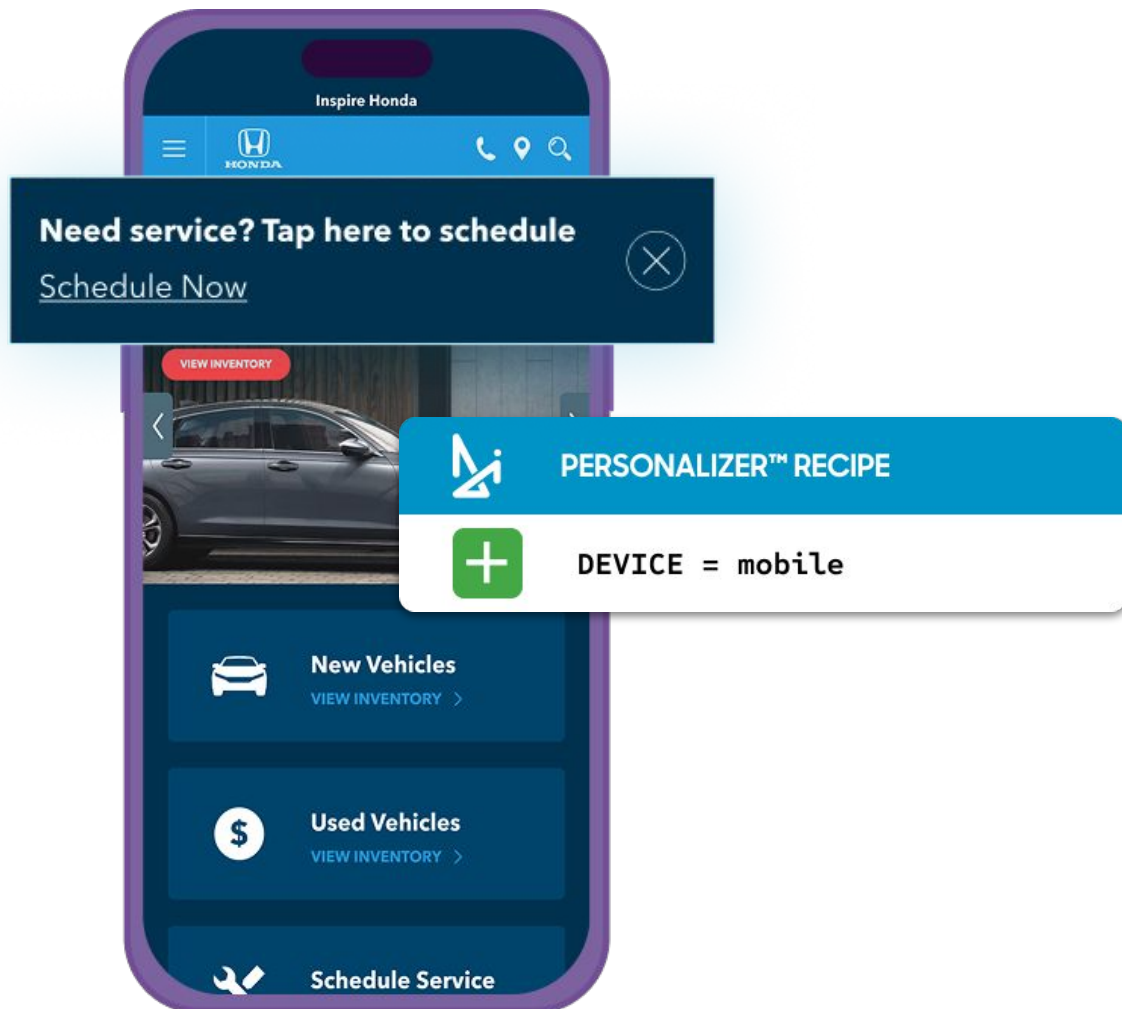
### Best practices:

- Greet returning visitors with personalized, action-oriented messages
- Serve follow-up prompts tied to recently viewed pages (e.g., service pages)
- Use reminders that encourage the next logical step
- Keep messaging specific, relevant, and timely



## Personalization for mobile users

Mobile service customers are often in “I need this now” mode, so reducing friction turns urgency into immediate action. Recognizing device context helps you deliver experiences built for speed.



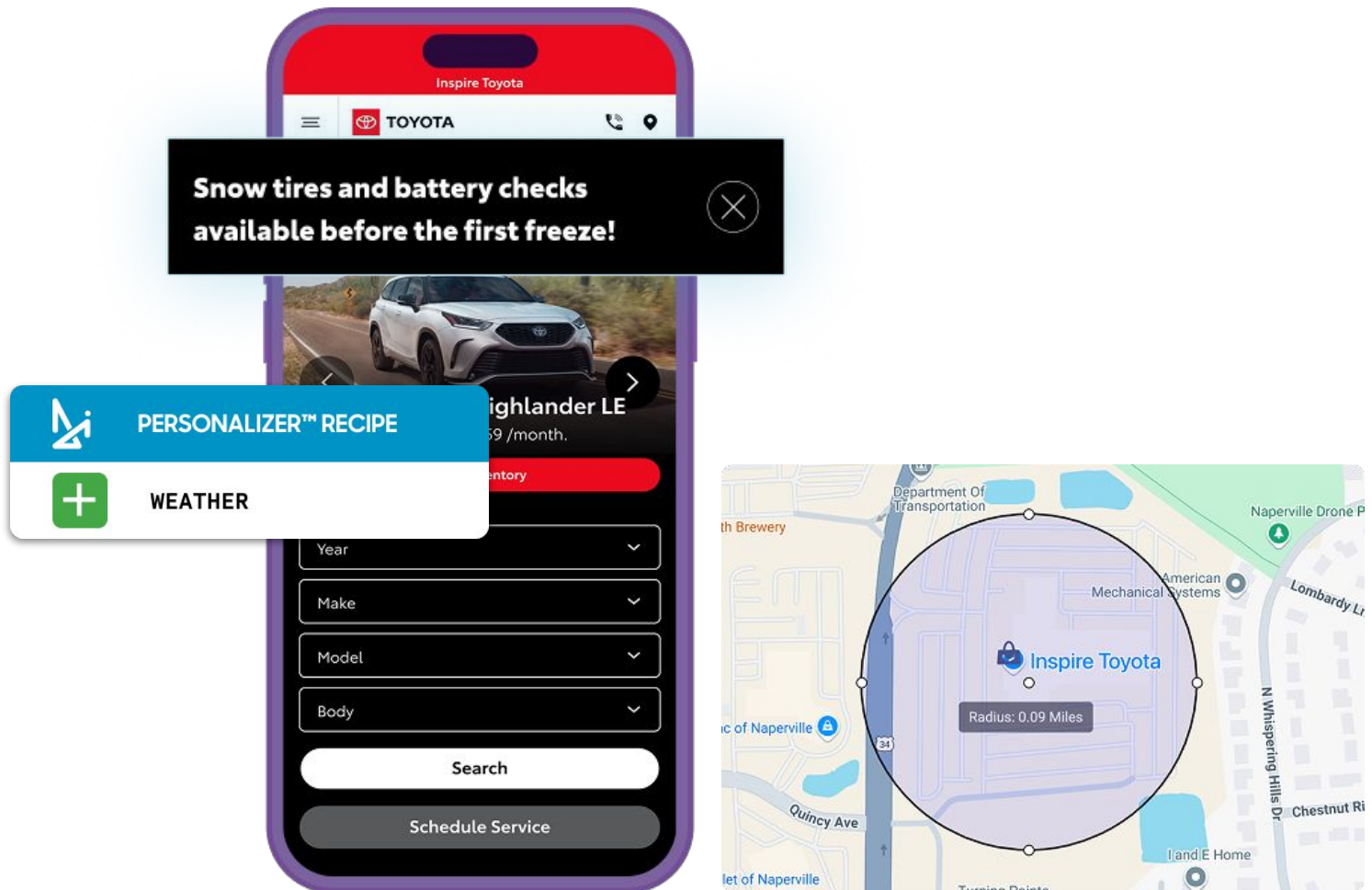
### Best practices:

- Use one-click scheduling banners optimized for mobile
- Surface tap-to-call options for fast booking
- Prioritize short, clear CTAs tailored to quick decisions



## Geolocation and weather-based personalization

Local conditions shape customer needs. Surfacing relevant services based on weather patterns or regional events makes your marketing feel timely and useful.



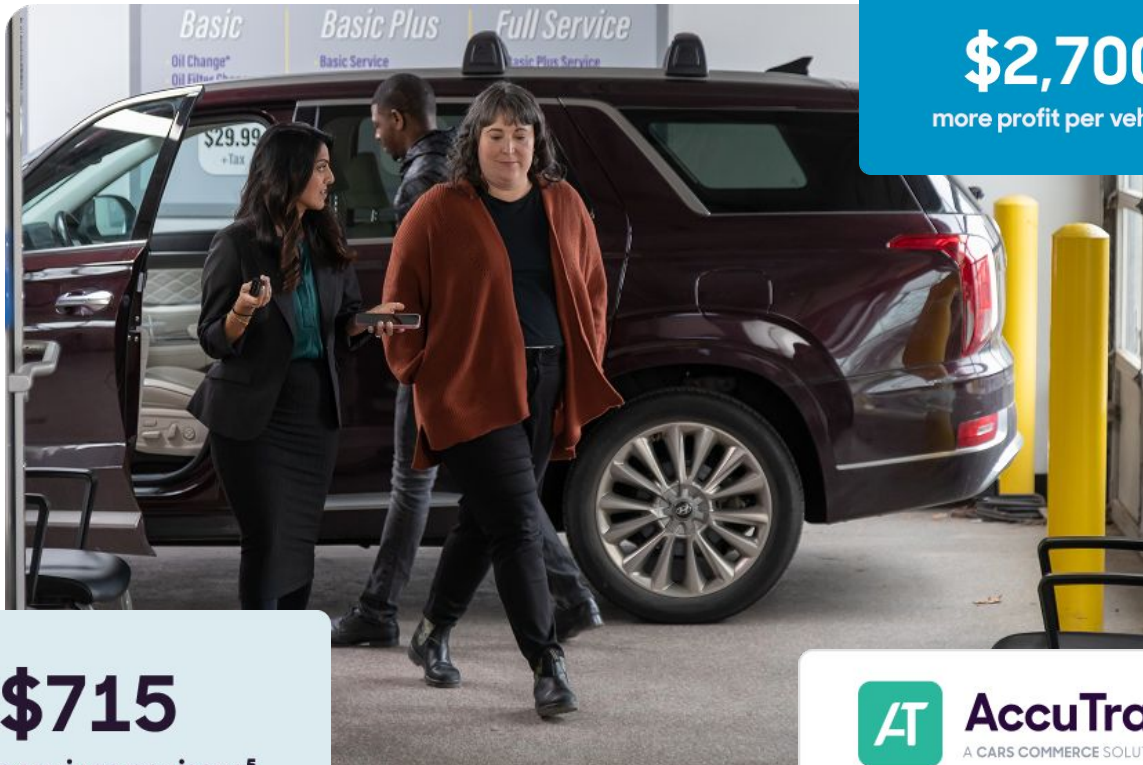
### Best practices:

- Trigger seasonal service prompts when temperatures shift
- Promote weather-specific offers (winter prep, storm-related repairs)
- Use location data to prioritize services relevant to your market



## Turning service visits into acquisition opportunities

A high repair estimate is often the moment a customer considers upgrading.



**\$2,700**

more profit per vehicle<sup>6</sup>

**\$715**

recons savings per issue<sup>5</sup>



**AccuTrade**  
A CARS COMMERCE SOLUTION

### Best practices:

- Add soft trade-in prompts on service pages (“Thinking about an upgrade?”).
- Include trade-in CTAs in appointment confirmation emails and thank-you pages.
- Trigger automated CRM follow-ups after high-cost repairs or major service milestones.
- Use tools like AccuTrade to start low-friction valuation flows before the customer arrives.



**Example:** A customer receives a \$1,800 transmission repair estimate — this is a key moment to present trade-in or upgrade options within 90 days.



## SUCCESS STORY

# The power of a strong trade-in strategy

Ed Martin Toyota integrated AccuTrade into their service drive and saw a remarkable **87% increase in profit per VIN acquired**.<sup>1</sup> They aren't outliers, they're proof that connecting your service operation to your sales pipeline generates measurable ROI when executed with the right digital tools.



**+87%**

more profit per sale  
from inventory acquired  
in the service drive<sup>1</sup>

**+26**

more vehicle sales  
from inventory acquired  
in the service drive



## Want to go deeper?

Explore the full playbook for more service page strategies and examples — plus a look at what's next in Chapter 6: Reporting for success.

[Read Chapter 5](#)

